MARLIN NEWS

7/6/98

MARLIN NEWS - MAY, 1998 DATA EDITION

MARLIN data for May is available in ANALYZER.

June, 1998 MARLIN data due: Topline 7/31/98; DataServer/Analyzer 8/7/98.

MARLIN training has been scheduled as follows:
- Data Training - Thursday, July 23, 9:00-12:00 (Conf. Room 7A)
- Analyzer Training - Wednesday, July 29, 8:30-4:30 (Bldg. 50-1 Room 413)

All new users should plan to attend both sessions. Current users may take either session as a refresher. Contact Shari Hawkins at 6476 to sign up.

Changes:

- **May98 data reflects updated Base Prices, which include the early April manufacturers' increase of 5 cents per pack. Please note, however, that base prices do not include the latest manufacturers' price increase, which occurred in May. Base prices will be updated again with July data to capture the May increase of 5 cents per pack.**

Reminders:

- **Warning: Remember to log off when you go home each afternoon or evening. All users must be logged off before we can copy updated data into production.**
- It is important for MARLIN users who build and save reports, custom aggregates, custom measures, etc., to backup their personal library on a routine basis. Refer to the ANALYZER Users Guide (1-11)for instructions.
- **Call the Marlin Hot Line (#6500)** rather than the RJR Help Desk with all your Marlin questions and problems. Three phones are connected to the Hot Line, but please leave a voice mail message if we are not available, and you will receive a follow-up call within 30 - 60 minutes.

Cautions:

- **The MARLIN sample changed in MAR98** due to the withdrawal of Cigarettes Cheaper, a large CTS chain. This change affected CO, OO and AO in five Regions - Chicago, Houston, Seattle, N.

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Calif., S. Calif. Impact on AO at the national level was minimal.

- **The MARLIN sample was adjusted in JAN98** to remove 930 Supermarkets, drop 37 low volume stores, and add 25 new Cigarette Outlets. At the National level, the effect of these changes was small. However, at the Region level, the impact of the sample change, in some cases, resulted in a one-time share level change. Please keep this in mind when assessing Jan98 vs Dec97 performance. **Convenience/Gas was not affected in any way by the JAN98 sample modifications.**
- **Effective with the May, 1997 Restatement, sample changes were implemented that impacted share levels on a forward basis. These sample changes must be considered in any comparisons of MAY97 forward data to history.**
- The break-out of CO's at the Area level is not available prior to May, 1997. (Please note that Area CO's are still included in OO.)
- Cigarette Outlet data is now available for five Regions (Buffalo, Dallas, Denver, St. Louis, Seattle) beginning with May, 1997. Because of smaller sample sizes, **please use caution when assessing small share brands (less than 1%) and/or brands with limited distribution (e.g. Private Labels)**. Also, please note that CO's in these Regions are still included in OO.
- When pulling data for the STYLE brand family, be careful that you make the appropriate Brand selection. The STYLE brand appears three times on the pick list. "STYLE" is the latest Lorillard introduction (Branded Savings) which replaced "STYLEFP"; "STYLESV" is the old Savings version which was discontinued in 1993.
- The addition of cigarette outlets (CO) in Jan 1995 must be considered in any comparisons between 1995 and 1994 data in the following regions: Cincinnati, Detroit, Minneapolis, N California, and Pittsburgh. Cigarette outlets are included in any combined outlet types (OO, OA, and total outlets). They will not impact supermarket or conv/gas comparisons.
- Be very cautious in using base or incremental volume measures for new brand styles. Do **not** use this data until the new style has been on the market for 6 months. Remember that new styles roll out at different time periods in different regions. Check your data carefully!
- Causal data for DORAL BOX and Gunsmoke are not available prior to April 1995.
- AMERSPRT audit data is missing for Apr, May and Jun 95.
- Display data was not collected Jan94-Apr94.

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